

2003 Program Managers Meeting
Centers for Disease Control and Prevention Office on Smoking and Health (CDC/OSH)

Strength in Diversity: Strategies for Success

May 14–16, 2003
Westin Atlanta North at Perimeter
Atlanta, Georgia

Wednesday, May 14

Objectives

At the end of the first day of this meeting, participants will be able to

- Describe effective ways to involve diverse communities in secondhand smoke initiatives.
- Identify realistic activities and opportunities during these challenging financial times.
- Identify National Tobacco Control Program (NTCP) requirements for State programs, including reporting progress toward performance measures.
- Identify science-based policy strategies to enhance progress in NTCP goal areas.

8:00 a.m.–8:45 a.m. **Registration** Grand Ballroom Foyer

8:45 a.m.–10:15 a.m. **PLENARY** Grand Ballroom

Overview

Patty McLean—Program Consultant, Program Services Branch, CDC/OSH

Welcome

Brick Lancaster—Chief, Program Services Branch, CDC/OSH

CDC/OSH Updates

Brick Lancaster—Chief, Program Services Branch, CDC/OSH

Goldie MacDonald—Health Scientist, Epidemiology Branch, CDC/OSH

Jeff McKenna—Chief, Health Communications Branch, CDC/OSH

Namita Joshi—Public Health Analyst, Office of Policy, Planning, and Coordination, CDC/OSH

10:15 a.m.–10:45 a.m. **Break** Grand Ballroom Foyer

10:45 a.m.–12:15 p.m. **PLENARY** Grand Ballroom

Recognizing Success

Moderator

Stephen Babb—Program Consultant, Program Services Branch, CDC/OSH

Presenter

Cynthia Hallett—Executive Director, Americans for Nonsmokers' Rights

Communities of Color and Clean Indoor Air Policies: Challenges and Opportunities

Moderator

Stephen Babb—Program Consultant, Program Services Branch, CDC/OSH

Presenter

Elva Yañez—Deputy Director, The Praxis Project

Weathering the Storm: New Opportunities in a Changing Environment

Moderator

Karen Siener—Program Consultant, Program Services Branch, CDC/OSH

Presenter

Greg Connolly—Director, Tobacco Control Programs, Massachusetts Department of Public Health

12:15 p.m.–1:45 p.m.

Lunch

ASTHO Tobacco Control Network Luncheon
Tribal Support Centers Luncheon
Ad Fest

Berlin/Copeland/Foster
Private Dining Room
Gershwin/Kern/Porter/Rogers

1:45 p.m.–3:00 p.m.

BREAKOUT SESSIONS

Session Topic and Speakers	Location
Performance Measures – A Q&A Session With States and Territories <i>Barbara Park</i> —Assistant Branch Chief, Program Services Branch, CDC/OSH <i>Dianne May</i> —Program Consultant, Program Services Branch, CDC/OSH <i>Betty Harvey</i> —Program Manager, Disease Prevention and Control, Rhode Island Department of Health <i>Lisa Petersen</i> —Public Health Analyst, Program Services Branch, CDC/OSH	Gershwin/ Kern/Porter/ Rogers
Tribal Support Centers Meeting <i>Lorene Reano</i> —Program Consultant, Program Services Branch, CDC/OSH	Private Dining Room
Networking Opportunity Meeting rooms are available for National Networks, National Partners, Smokeless States, and Settlement-funded States to network. <ul style="list-style-type: none"> • National Networks • National Partners • Smokeless States and Settlement-Funded States 	Berlin Copeland Foster

3:00 p.m.–3:30 p.m.

Break

Grand Ballroom Foyer

3:30 p.m.–5:00 p.m.

BREAKOUT SESSIONS

Session Topic and Speakers	Location
<p>Preserving and Restoring Local Control for Clean Indoor Air Policy</p> <p>Moderator <i>Robin Hobart</i>—Consultant, Northrop Grumman Information Technology</p> <p>Local Control and Preemption: An Overview <i>Robin Hobart</i>—Consultant, Northrop Grumman Information Technology</p> <p>Preserving Local Control <i>David McAlpin</i>—Project Director, Protect Montana Kids, Montana SmokeLess States Initiative <i>Bruce Adkins</i>—Program Director, Division of Tobacco Prevention, West Virginia Bureau for Public Health</p> <p>Restoring Local Control <i>Kevin Graff</i>—Executive Director, Connecticut’s Mobilize Against Tobacco for Children’s Health (MATCH) Coalition</p> <p>Resources <i>Bronson Frick</i>—Associate Director, Americans for Nonsmokers’ Rights</p>	Foster
<p>Interventions Addressing Youth: The Latest Findings</p> <p>Community Guide Recommendations on School Programs and Youth Access Interventions <i>David Hopkins, MD</i>—Staff Scientist, Division of Prevention Research and Analytic Methods, CDC Epidemiology Program Office</p> <p>Implications for the Field <i>Linda Crossett</i>—Health Intervention Scientist, CDC Division of Adolescent and School Health</p> <p>Data Drives Policy <i>Jane Pritzl</i>—Health Intervention Scientist, CDC Division of Adolescent and School Health</p>	Kern
<p>Developing Comprehensive Statewide Cessation Programs: Making Change Happen</p> <p><i>Terry Reid</i>—Program Manager, Community and Family Health, Washington State Department of Health <i>Donna Warner</i>—Director, Planning and Program Development, Massachusetts Department of Health</p>	Rogers
<p>Developing Diverse Support for Policy Change</p> <p><i>Lorene Reano</i>—Program Consultant, Program Services Branch, CDC/OSH <i>Elva Yañez</i>—Deputy Director, The Praxis Project</p> <p>Structured discussion and interactive exercises on approaches to identifying and recruiting new allies for tobacco control policy efforts</p>	Berlin
<p>Making Sense of What Works: Putting Evidence Into Action</p> <p><i>Jenny Reynolds</i>—Consultant, CDC Office on Smoking and Health</p>	Learning Center

5:00 p.m.

Adjournment

Thursday, May 15

Objectives

At the end of the second day of this meeting, participants will be able to

- Describe potential ways to identify tobacco-related disparities using the mnemonics LOCATE and LEARN.
- Describe concrete suggestions from specific States on how to identify and eliminate tobacco-related disparities.
- Identify and access the support offered by National Networks and Tribal Support Centers.

8:00 a.m.–8:30 a.m.	Registration	Grand Ballroom Foyer
8:30 a.m.–10:00 a.m.	PLENARY Overview <i>Alexandria Stewart</i> —Program Consultant, Program Services Branch, CDC/OSH CDC/OSH Update on Strategic Planning Objectives and Activities Addressing Disparities <i>Sharon Kohout</i> —Strategic Coordinator, Program Services Branch, CDC/OSH LOCATE and LEARN: A Tool for Identifying Tobacco-Related Disparities Moderator <i>Sharon Kohout</i> —Strategic Coordinator, Program Services Branch, CDC/OSH Panelists <i>Alyssa Easton</i> —Epidemiologist, Epidemiology Branch, CDC/OSH <i>Goldie MacDonald</i> —Health Scientist, Epidemiology Branch, CDC/OSH	Grand Ballroom
10:00 a.m.–10:30 a.m.	Break	Grand Ballroom Foyer
10:30 a.m.–12:00 p.m.	PLENARY Networking with the Networks and Tribal Support Centers: A Structured Roundtable Session Moderator <i>Alexandria Stewart</i> —Program Consultant, Program Services Branch, CDC/OSH Participants will have the opportunity to attend four brief, structured discussions with representatives of the National Networks and Tribal Support Centers during this roundtable session.	Grand Ballroom
12:00 p.m.–1:30 p.m.	Lunch <i>TTAC Presentation</i> —Basics of Tobacco Control <i>Tobacco Control Legal Consortium Presentation</i> —Case Studies in Legal Technical Assistance	<i>Gershwin/Kern/Porter/Rogers</i> <i>Foster</i>

1:30 p.m.–3:00 p.m. **PLENARY** Grand Ballroom

State Successes Addressing Disparities: A Panel Discussion

Moderator

Kevin Collins–Program Consultant, Program Services Branch, CDC/OSH

Panelists

Galen Louis–Surveillance and Evaluation/Tribal Liaison, Bureau of Health Promotion, Idaho Department of Health and Welfare

Cecilia Bordador Williams–Director of Diversity, Smokefree Indiana

Cathy Bischoff–Office Chief, Arizona Office of Health Promotion and Education

Bonnie Reinert–Evaluation Director, The Partnership for a Healthy Mississippi

3:00 p.m.–3:30 p.m. **Break** Grand Ballroom Foyer

3:30 p.m.–5:00 p.m. **BREAKOUT SESSIONS**

Session Topic and Speakers	Location
Strategic Planning to Address Disparities: Lessons Learned From the Pilot Training Moderator Sharon Kohout –Strategic Coordinator, Program Services Branch, CDC/OSH Panelists Cecilia Bordador Williams –Director of Diversity, Smokefree Indiana Staci Croom –Program Manager, Arkansas Department of Health Catheryn Brue –Director, Tobacco Control Program, Wisconsin Department of Health and Family Services	Learning Center
Examples From the Field: Identifying Tobacco-Related Disparities Moderator Ralph Caraballo –Lead Health Scientist, Epidemiology Branch, CDC/OSH Panelists Mike Stark –Evaluation Manager, Oregon Department of Human Services Bonnie Reinert –Evaluation Director, The Partnership for a Healthy Mississippi	Foster
Enriching the Fabric of Tobacco Control Through Ethnic Networks Moderator Alexandria Stewart –Program Consultant, Program Services Branch, CDC/OSH Panelists Debbie Shandy –Community Outreach Coordinator, Oklahoma State Department of Health Kelli Bliss –Program Consultant, Tobacco Control Section, California Department of Health Services Dianne Wilson –Executive Director, South Carolina African American Tobacco Control Network	Kern

Breakout sessions continued on next page

<p>Diversity in the Delta: The Heart and Soul of a Successful Partnership</p> <p><i>Vivien Carver</i>—Executive Director, <i>The Partnership for a Healthy Mississippi</i></p> <p>A look at how diverse communities in Mississippi, including some that suffer from tremendous disparities, have been empowered to create healthy futures and save a program.</p>	Rogers
<p>Working With Tribes on Policy Issues</p> <p><i>Lorene Reano</i>—Program Consultant, Program Services Branch, CDC/OSH</p> <p><i>Mark LeBeau</i>—Tobacco Programs Manager, California Rural Indian Health Board</p>	Berlin

5:00 p.m.

Adjournment

Friday, May 16

Objectives

At the end of the third day of this meeting, participants will be able to

- Describe one or two strategies to champion State tobacco programs to policymakers, citizens, and other stakeholders.
- Identify key legislative developments that affect State tobacco control programs.
- Describe the process for preparing for tough budget times and why it is a necessary component of State tobacco control program planning.

8:30 a.m.–9:00 a.m.	PLENARY Overview <i>Monica Eischen</i> —Program Consultant, Program Services Branch, CDC/OSH National Training Update <i>Michele Williams</i> —Program Consultant, Program Services Branch, CDC/OSH	Grand Ballroom
9:00 a.m.–10:00 a.m.	How To Champion Your State Tobacco Control Program and an Overview of the Key Developments of the States’ 2003 Legislative Sessions Moderator <i>Oona Powell</i> —Health Communications Specialist, Health Communication Branch, CDC/OSH Panelists <i>Danny McGoldrick</i> —Research Director, Campaign for Tobacco-Free Kids <i>Perry Stevens</i> —Communications Consultant, CDC Office on Smoking and Health <i>Cyndi Lewis</i> —Field Team Staff, Campaign for Tobacco-Free Kids	
10:00 a.m.–10:30 a.m.	Break	Grand Ballroom Foyer
10:30 a.m.–12:15 p.m.	PLENARY How To Champion Your State Tobacco Control Program and an Overview of the Key Developments of the States’ 2003 Legislative Sessions, <i>continued</i> Moderator <i>Oona Powell</i> —Health Communications Specialist, Health Communication Branch, CDC/OSH Panelists <i>Danny McGoldrick</i> —Research Director, Campaign for Tobacco-Free Kids <i>Perry Stevens</i> —Communications Consultant, CDC Office on Smoking and Health <i>Cyndi Lewis</i> —Field Team Staff, Campaign for Tobacco-Free Kids	Grand Ballroom
12:15 p.m.–12:30 p.m.	Closing Remarks and Adjournment <i>Barbara Park</i> —Assistant Branch Chief, Program Services Branch, CDC/OSH	